



FOR IMMEDIATE RELEASE

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The Waukesha County Business Alliance expands board of directors

(Waukesha, WI) – The Waukesha County Business Alliance, Inc. has added three new members to its board of directors: Steve Cooper, president/CEO of United Heartland; Tom Dieckelman, president of Wisconsin Coach Lines/Coach USA; and Matt Moroney, chief operating officer/general counsel for Wangard Partners, Inc.

Steve Cooper has been president of United Heartland for nine years and has over 30 years of property-casualty experience. Prior to his appointment as president, he served as vice president of claim operations & TPA for Accident Fund Insurance Company of America. He has also held senior leadership roles at Specialty Underwriters Alliance, General Electric Insurance Solutions, Metropolitan Life Insurance Company and Travelers Insurance Company. Cooper currently serves on the boards of St. Anne's and LindenGrove, supporting life-enriching care of the elderly, and is a member of the La Casa de Esperanza Foundation Board. Cooper served in the United States Navy and holds a Bachelor of Science in political science from Central Michigan University and a Master of Business Administration from Indiana Wesleyan University.

Tom Dieckelman, a 21-year veteran of Wisconsin Coach Lines, oversees all aspects of the company. In addition to proposal writing and contract oversight, Dieckelman brings a solid background in operational management including experience in matters concerning state insurance, workers' compensation, labor relations, human resources, advertising and marketing. Dieckelman received his Bachelor of Business Administration in Marketing from the University of Notre Dame. He is very active in many professional organizations. Presently he is chairman of the board of directors of the Wisconsin Motor Coach Association; secretary of the O'Hare Intercity Bus Association; a member of the Wisconsin Public Transportation Association (WIPTA); and a member of the United Motorcoach Association (UMA) as well as the American Bus Association (ABA). Locally, Dieckelman is president of the board of directors of The Waukesha Family YMCA and member of the Waukesha-Ozaukee-Washington Workforce Development Board; the Waukesha County Business Alliance infrastructure committee; the Waukesha Rotary including the Waukesha Rotary Foundation Fund Board; VISIT Milwaukee; and past president of the Waukesha & Pewaukee Convention & Visitors Bureau. In addition, he serves as treasurer for the Lovers Lane Estates Recreational Development Fund. He is actively involved in the community and has coached youth basketball, baseball and hockey for over 30 years.

Matt Moroney is the chief operating officer/general counsel at Wangard Partners, a real estate development and property management company. He is responsible for the organization's overall operations and the execution of the company's strategic goals – including oversight of the company's financing, development, construction, leasing, property management, human resources and accounting departments. He is also responsible for the legal oversight of all major business transactions for Wangard Partners and the company's overall legal compliance. Prior to joining Wangard Partners, Moroney served as the strategic economic development director for the state of Wisconsin, and was charged with the oversight and coordination of state, federal and local agency/government actions for the largest foreign direct investment in United States history (the Foxconn Campus). He also served as deputy chief of staff for Governor Scott Walker and the deputy secretary at the Wisconsin Department of Natural Resources. Prior to joining the Governor Walker's administration, Moroney was an attorney at DeWitt Ross & Stevens, LLC and was the executive director of the Metropolitan Builders Association of Greater Milwaukee.

"Our board members represent a broad spectrum of strong and engaged businesses in southeast Wisconsin," said Suzanne Kelley, president and CEO of the Waukesha County Business Alliance. "We're grateful for their commitment to our organization and look forward to working with them to make Waukesha County the best place to do business."

Photos attached: Steve Cooper, president/CEO of United Heartland
Tom Dieckelman, president of Wisconsin Coach Lines/Coach USA
Matt Moroney, chief operating officer/general counsel for Wangard Partners, Inc.

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About the Waukesha County Business Alliance

Waukesha County Business Alliance is a countywide chamber of commerce with over 1,200 member companies, representing 75,000+ employees. The mission of the Alliance is to drive economic growth in Waukesha County. The Alliance provides opportunities for its members to advocate on behalf of the business community, develop themselves and their employees, network and build strong business relationships and promote their business. Learn more:

www.waukesha.org